

Message Text

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51

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 AID-20 XMB-07 TRSE-00

PA-04 PRS-01 USIA-15 INR-10 RSC-01 DRC-01 /091 W

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R 111750Z MAR 74

FM AMEMBASSY GUATEMALA

TO SECSTATE WASHDC 2400

UNCLAS GUATEMALA 1373

E.O. 11652: N/A

TAGS: BEXP, AFSP, GT

SUBJECT: MEETING OF COUNTRY COMMERCIAL TASK FORCE, 3/7/74.

1. IN DECEMBER, SUBJECT GROUP HELD PRELIMINARY MEETING. AIM WAS ADVISE MEMBERS OF CAP AND GET EARLY START ON NEW IDEAS. ONE NEW INITIATIVE SUGGESTED BY AID MISSION DIRECTOR WAS TO CALL ON FIASA, LOCAL PRIVATE INVESTMENT FINANCING COMPANY WHICH AID PARTLY FINANCES, IN EFFORT HAVE FIASA ROUTE TO ECON/COML SECTION INFORMATION ON PROJECTS IT UNABLE FINANCE BUT WHICH REQUIRE SIZEABLE IMPORTS FROM U.S. FOR WHICH EXIM-BANK FINANCING MIGHT BE AVAILABLE. THIS SUGGESTION IMPLEMENTED. NOW APPEARS THAT FIASA WILL BE REQUESTING A CFF LINE FROM EXIM-BANK; LATTER'S PUBLICATION ON CFF GIVEN TO FIASA.

2. AT 3/7 MEETING, PROGRESS ON CAP REVIEWED. RE OBJECTIVE 1, LISTING OF U.S. FIRMS IN HOSPITAL SUPPLY FIELD PRESENTED LOCALLY WILL BE SENT TO WASHINGTON BY MARCH 15. REQUEST THAT AFTER ITS RECEIPT COMMERCE ATTEMPT INTEREST AT LEAST TWO MAJOR-NEW-TO-MARKET AMERICAN SUPPLIERS. FOR MARKET BACKGROUND SEE GUATEMALA A-252 OF 12/12/73. RE OBJECTIVE TWO, ANOTHER MEETING WITH TRAVEL AGENT AND COMATT SCHEDULED FOR NEXT WEEK TO DISCUSS STATUS OF PROMOTION AND EMBASSY ASSISTANCE REQUIRED. RE OBJECT 3, WORK PROCEEDING AS SCHEDULED.

3. PAO REPORTED RESULTS RECENT VISIT TO USTS AND REGIONAL
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TRADE CENTER IN MEXICO. USIS WILL SOON BEGIN DIRECT MAIL-

ING PROGRAM OF APPROXIMATELY 1,500 FLYERS TO MEMBERS OF CHAMBERS OF INDUSTRY, COMMERCE, AND CONSTRUCTION TO PUBLICIZE INDIVIDUAL TRADE SHOWS IN MEXICO. SUGGESTED THAT DIRECT MAILING PROGRAM THIS TYPE, WHICH RATHER INEXPENSIVE, MIGHT ALSO BE USED TO PROMOTE SELECTED TRADE SHOWS IN U.S. IN VIEW DEMONSTRATED PREFERENCE OF GUATEMALANS TO VISIT SHOWS IN U.S. REQUEST WASHINGTON ACTION STAFF INVESTIGATE FEASIBILITY OBTAINING 1,500 FLYERS FROM U.S. SHOW ORGANIZERS. FORTHCOMING SHOWS SUITABLE THIS TYPE PROMOTION INCLUDE: NATIONAL PACKAGING EXPOSITION, APRIL 22-25; SPOKANE EXPO'74, MAY 1-OCT. 31; NATIONAL MATERIALS HANDLING SHOW, MAY 20-23.

4. TASK FORCE AGREED THAT CURRENT FORMAT OF COMMERCIAL BULLETIN BEST SUITED FOR LOCAL MARKET AND OUR OBJECTIVES. MELOY

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